

Privacy Notice for Customers

MR. D.I.Y. HOLDING (THAILAND) PUBLIC COMPANY LIMITED, MR. D.I.Y. TRADING (THAILAND) COMPANY LIMITED, MR. D.I.Y. (BANGKOK) COMPANY LIMITED, and STRATEGIC LOGISTIC COMPANY LIMITED

MR. D.I.Y. HOLDING (THAILAND) PUBLIC COMPANY LIMITED, MR. D.I.Y. TRADING (THAILAND) COMPANY LIMITED, MR. D.I.Y. (BANGKOK) COMPANY LIMITED, and STRATEGIC LOGISTIC COMPANY LIMITED (collectively referred to as the "**Company**") respect your privacy and recognize the importance of personal data protection, including personal data security, in compliance with the Personal Data Protection Act B.E. 2562, the Personal Data Protection Committee's regulations, and relevant subordinate laws ("**Personal Data Protection Laws**").

The Company has therefore issued this privacy notice for customers ("**Privacy Notice**") to inform you of the details of personal data protection and the management of personal data security as a current, past, or potential future customer ("**Customer**"), and to assure you that the Personal Data collected, used, or disclosed (collectively referred to as "**process**" or "**processing**") by the Company is protected and in compliance with Personal Data Protection Laws.

1. Definitions

"**Personal Data**" means any information relating to an identifiable person, whether directly or indirectly, but excluding information of deceased persons in particular.

"**Sensitive Personal Data**" means information pertaining to racial, ethnic origin, political opinions, cult, religious or philosophical beliefs, sexual behavior, criminal records, health data, disability, trade union information, genetic data, biometric data, or of any data which may affect the data subject in the same manner, as prescribed by the Personal Data Protection Committee.

2. Personal Data Collected

2.1 The Company collects, uses, or discloses your Personal Data, including but not limited to the following types:

- (a) **Personal information** such as name, surname, title, gender, age, identification card number.
- (b) **Contact Information** such as address, telephone number, email, social media accounts like Facebook, Instagram, Tiktok, LinkedIn, YouTube, Twitter, etc.
- (c) **Information on government documents** such as copies of identification cards.
- (d) **Information related to the purchase of goods and/or services** such as purchase history, product claim history, payment information, return history, and complaints.
- (e) **Other personal information** such as CCTV footage, photographs, voice recordings, and mobile network data.

2.2 The Company collects, uses, or discloses your Sensitive Personal Data, such as information contained in identification card copies (e.g., race, religion, and blood type), upon receiving your explicit consent or to the extent permissible by law.

3. Sources of Personal Data Collection

- 3.1 The Company collects Personal Data directly from you when you provide it to the Company, such as through verbal communication, entering into contracts or agreements with the Company, filling out forms, whether in paper or online, exchanging business cards, submitting documents to the Company, or providing information to the Company as a consequence of work performance, etc.
- 3.2 Additionally, the Company may obtain your Personal Data from other sources, such as your affiliated organizations, public sources, social media, information found on the internet, or through recommendations from others who have referred or introduced you to the Company, etc.

4. Purposes of Personal Data Processing

- 4.1 The Company processes your Personal Data collected for the purposes permitted by the Personal Data Protection Laws, which include following:
- (a) To perform contractual obligations to which you are a party, or to respond to pre-contractual requests, such as considering or entering into a contract between you and the Company, buying and selling goods, communicating to buy or sell goods or offer goods through telephone, email, social media, or any other channels, performing contracts or contractual obligations, handling the collection or payment for goods, issuing receipts, issuing tax invoices, delivering or receiving goods, and other activities related to the buying and selling of goods etc.
 - (b) For legitimate interests, such as inspecting goods, verifying product accuracy or quality, providing after-sales service, managing customer relations, including conducting surveys, organizing activities, verifying and confirming your account information, conducting customer satisfaction surveys, compiling statistics, analyzing purchasing or usage behavior for goods/services, or providing relevant information following the Company's services etc. This also includes verifying and confirming identity for transactions or contractual matters, investigating/inquiring/verifying/seeking consultation about the establishment of legal claims, or proving matters during legal proceedings by possibly disclosing your Personal Data to lawyers/tax advisors/auditors, and other consultants for these purposes. The Company may also disclose Personal Data to external service providers for accounting, finance, and IT system services, and record CCTV footage for security within buildings or premises.
 - (c) To comply with applicable laws related to the Company's operations, such as conducting accounting and financial activities, including auditing accounts, notifying and collecting debts, and maintaining transaction records as required by law, collecting Personal Data as required by law, disclosing or submitting Personal Data to government agencies as required by law, complying with legal provisions, regulations, court orders, and/or orders of legal officers, and paying legal fees etc.
- 4.2 Additionally, in case the Company sends newsletters, advertisements, promotional invitations for marketing purposes, conducts promotional campaigns, including analyzing purchasing or usage behavior for goods/services, the Company will seek your consent to process your Personal Data for these purposes.
- 4.3 The Company will process your Sensitive Personal Data only with your explicit consent, including but not limited to using copies of identification cards (which may contain Sensitive Personal Data such as race, religion, blood type) to verify your identity or for tax purposes, etc.

5. Disclosure of Personal Data

The Company will not disclose your Personal Data to third parties except with your consent, or when necessary to disclose your Personal Data to third parties as permitted by law without consent, or to comply with legal requirements.

- (a) The Company may disclose your Personal Data to affiliated companies and relevant third parties for the purposes specified above, including personal data processors appointed by the Company to oversee, provide services, or manage Personal Data. This may include legal consultations, litigation, and other necessary actions for the Company's operations. The Company will ensure that these parties process your Personal Data in accordance with this Privacy Notice and the Personal Data Protection Laws.
- (b) The Company may send or transfer your Personal Data to affiliated companies located abroad to achieve the purposes of personal data processing as specified in this Privacy Notice. The Company will ensure that such sending or transferring is conducted in accordance with the Personal Data Protection Laws.

6. Data Storage, Retention Period, and Security

- 6.1 The Company will retain your Personal Data as necessary to achieve the purposes stated in this Privacy Notice, considering appropriate retention periods in accordance with contractual terms, accounting standards, statutes of limitations, and the necessity of retaining Personal Data to comply with laws or establish legal claims, or exercise legal rights.
- 6.2 The Company will retain your Personal Data for the duration of your customer relationship with the Company and for an additional period of 10 years following the termination of this relationship, or for such other period as may be appropriate to achieve the purposes stated in this Privacy Notice.
- 6.3 The Company has a monitoring system in place to delete or destroy Personal Data upon the expiration of the retention period or when the data becomes irrelevant or exceeds the necessary purposes for which it was collected.
- 6.4 The Company has implemented appropriate security measures for personal data protection, covering data stored in document forms, electronic systems, computer systems, or other devices, in compliance with accepted standards to ensure your confidence in the Company's personal data security system. This includes preventing loss, unauthorized or unlawful access, use, alteration, modification, or disclosure of Personal Data.
- 6.5 The Company restricts access and employs technology to secure your Personal Data, preventing attacks or unauthorized access to the Company's computer or electronic systems. When disclosing your Personal Data to third parties for personal data processing or to personal data processors, the Company ensures you that it will monitor these parties to act appropriately and in accordance with the Company's instructions.

7. Your Rights as a Data Subject

- 7.1 Under the Personal Data Protection Laws, you have following rights:
 - (a) The right to access or obtain a copy of your Personal Data that the Company collects, uses, or discloses.

- (b) The right to request the receipt or transfer of your Personal Data in format which is readable or commonly used by ways of automatic tools or equipment, and can be used or disclosed by automated means. This includes the right to request that the Personal Data be sent to another party as specified by you (the Company reserves the right to charge a fee, which will be reasonably determined based on actual costs), except where technically unfeasible.
 - (c) The right to object to the collection, use, or disclosure of Personal Data.
 - (d) The right to request deletion, destruction, or anonymization of your Personal Data.
 - (e) The right to suspend the use of your Personal Data except where legal restrictions prevent the Company from complying with your request.
 - (f) The right to withdraw your consent at any time, except where such withdrawal is restricted by law or contract. Your consent withdrawal will not affect the lawful processing of your Personal Data given prior to such withdrawal.
 - (g) The right to lodge a complaint with a competent authority under the Personal Data Protection Laws if the Company fails to comply with such laws.
- 7.2 The Company strives to collect your accurate and up-to-date Personal Data to ensure completeness and avoid misunderstandings. You have the right to request corrections or alterations to your Personal Data if it changes or if you believe the data held by the Company is inaccurate.
- 7.3 Your exercise of the rights outlined above must be in accordance with the conditions and exceptions provided by the Personal Data Protection Laws. The Company may deny your request if it falls within the legal limitations of data subject rights under Personal Data Protection Laws. In such cases, the Company will record your request and the reasons for denial in the record of processing activities.
- 7.4 To exercise your rights, you can contact the Company through the contact channels provided in this Privacy Notice. The Company will review and notify you of the outcome within 30 days from the date of receipt of your request. If the Company denies your request, the Company will simultaneously provide reasons for the denial.

8. Personal Data of Minors

The Company may occasionally process Personal Data of individuals under the age of 20. In such cases, the Company will comply with relevant Personal Data Protection Laws regarding the processing of minors' Personal Data, including obtaining consent from a legal representative or guardian as required by Personal Data Protection Laws.

9. Updates to the Privacy Notice

The Company may occasionally review, update, or amend this Privacy Notice to align with relevant practices, laws, regulations, and guidelines. If there are updates or changes to this Privacy Notice, the Company will promptly publish the revised Privacy Notice through the Company's designated channels.

If you have any questions about this Privacy Notice or wish to exercise your rights as specified in this Privacy Notice, please contact the Company through the contact channels provided in Clause 10.

10. **Contact Information**

Contact Details of Data Controller

MR. D.I.Y. Holding (Thailand) Public Company Limited

Address: 777 WHA Tower, 12th Floor, Debaratana Road (Bangna-Trad) KM.7, Bang Kaeo, Bang Phli, Samut Prakan, 10540, Thailand

Tel: 02-1360004

MR. D.I.Y. Trading (Thailand) Company Limited

Address: 889,889/1 Moo 3 Phraek Sa Mai, Mueang Samut Prakan, Samut Prakan 10280, Thailand

Tel: 02-1367401-3

MR. D.I.Y. (Bangkok) Company Limited

Address: 889,889/1 Moo 3 Phraek Sa Mai, Mueang Samut Prakan, Samut Prakan 10280, Thailand

Tel: 02-1367401-3

Strategic Logistics Company Limited

Address: 4345 Bhiraj Tower at BITEC, 23rd Floor, Sukhumvit Road, Bangna Tai, Bang Na, Bangkok 10260, Thailand

Tel: 065-6706655

Contact Details of Data Protection Officer

Address: 777 WHA Tower, 12th Floor, Debaratana Road (Bangna-Trad) KM.7, Bang Kaeo, Bang Phli, Samut Prakan, 10540, Thailand

Tel: 02-3160004 ext. 515

Email: th-dpo@mrdiy.com

Respectfully,

MR. D.I.Y. HOLDING (THAILAND) PUBLIC COMPANY LIMITED

MR. D.I.Y. TRADING (THAILAND) COMPANY LIMITED

MR. D.I.Y. (BANGKOK) COMPANY LIMITED

STRATEGIC LOGISTIC COMPANY LIMITED